Subject: This week from CCA (CCA Delivers - December 10, 2015)

Date: Thursday, December 10, 2015 at 4:12:41 PM Pacific Standard Time

From: Central City Association (sent by Central City Association <ajimenez=ccala.org@mail93.atl51.rsgsv.net>)

To: Jessica Lall

CCA Delivers

December 10, 2015 CCALA.org

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EVENTS CALENDAR

THURSDAY, DECEMBER 10
5:30 p.m. - 8 p.m.

CCA HOLIDAY PARTY

TUESDAY, DECEMBER 15
8:30 a.m. - 9:30 a.m.

SUPPORT COUNCILMEMBER BOB BLUMENFIELD FOR RE-ELECTION

THURSDAY, JANUARY 21
11 a.m. - 1:30 p.m.

2016 DTLA MARKET FORECAST: OFFICE, RESIDENTIAL, HOSPITALITY & RETAIL

WEDNESDAY, JANUARY 27
11:30 a.m. - 1:30 p.m.

2ND ANNUAL LABBC INNOVATION AWARDS

COMMITTEE CALENDAR

WEDNESDAY, DECEMBER 16
8 a.m. - 9:30 a.m.

CCA Advocacy & Action 2015 Year-End Review

It has been another stellar year demonstrating CCA's world class advocacy. CCA continues to mobilize business leaders to influence decision makers and shape policy.

MAJOR HIGHLIGHTS

Sidewalk Vending

Achievement: **Due to CCA's advocacy, a proposal to allow sidewalk vending Citywide has been delayed in order to obtain further analysis and stakeholder input.** CCA has been at the forefront of this policy discussion, mobilizing business leaders to advocate for a reasonable policy that protects brick and mortar businesses and communities. CCA has organized the Coalition to Save Small Business, which consists of over 1,100 members, including small business owners, neighborhood associations, and business improvement districts. CCA will continue to advocate for a community-driven model.

Hybrid Industrial Live/Work Zone

Achievement: CCA has been leading the dialogue regarding this new zone since its inception as the Arts District Live/Work Zone. **Due to CCA's advocacy the zone became more flexible.** Specifically, the art and productive space requirement was reduced and the hotel key limit was increased to 150 keys. The zone will enable new live/work unit construction in the Arts District in Downtown Los Angeles.

CCA IN ACTION

On Monday, CCA testified before the Housing Committee to support City efforts to identify additional funding sources to help property owners pay for mandatory seismic retrofits. CCA also testified in favor of allowing owners to pass through the retrofit costs to tenants in buildings covered under the RSO. The Committee approved passing half of the costs through to RSO tenants. For more information, please contact CCA's Director of Government Relations, John Howland.

On Tuesday, CCA testified before the Economic Development Committee in favor of funding pre-construction work on the Convention Center while funding options are explored. CCA has been consistently engaged in efforts to modernize the Convention Center and believes that its expansion will greatly benefit Downtown and the region. For more information, please contact CCA's Director of Government Relations, John Howland.

On Wednesday, CCA testified before the Transportation Committee supporting the creation of a tunnel stretching from the 7th Street / Metro Center Station to

HOUSING, LAND USE & DEVELOPMENT COMMITTEE

(Open to Executive and Business Advocacy Level Members Only)

Topics: Mayor Garcetti's Affordable Housing Initiative; PLAN re:code: Downtown Progress Report

Special Guests: Kevin Keller, Ashley Atkinson & Ben Winters, Office of Mayor Eric Garcetti; Nicholas Maricich & Bryan Eck, Department of City Planning

Homelessness Advocacy

Achievement: CCA released a White Paper regarding homelessness and circulated it to City, County and State elected officials and staff members. **Due to CCA's advocacy the Los Angeles City Council approved a package of legislation to address the increase in homelessness.** The City Council has made a $100 million commitment to homelessness and created a new high-level position to exclusively work on this complex issue. The City Council declared a shelter crisis and is developing a Citywide plan to locate storage facilities for homeless individuals personal goods.

L.A. Fast Track Transportation Summit

Achievement: CCA held a half-day transportation conference attended by more than 400 people. The program featured Mayor Garcetti, Uber's David Plouffe, Downtown developers, transportation experts and engineering leaders. Topics focused on the projected growth of Downtown in the coming decades and how our transportation system can respond.

Park Fee Update/Quimby Reform

Achievement: **CCA has been instrumental at delaying the park fee update.** The proposed update will require all new residential development to pay a park fee. The fee is also being restructured to $7,500 per unit in for-rent projects and $12,500 per unit in for-sale projects. CCA is advocating for the update to include a grandfather clause so projects in process do not get surprised with a new fee. CCA does not support a park fee that will act as a disincentive to new residential development.

Storage of Personal Property in Public Areas

Achievement: CCA supported revisions to Section 56.11 of the Los Angeles Municipal Code which dictates how the City can remove personal property from City sidewalks and other public areas. **CCA supported reducing the posting time on the personal property from 72 hours to 24 hours in order to allow for quicker removal of the personal goods.** The law would limit the amount of goods a person may have and will require tents to be deconstructed from 6 a.m. - 9 p.m. The City Attorney is drafting the law and CCA will continue to mobilize business and community leaders to promote healthy communities.

DTLA: The Future of Urban Retail Conference & Report

Achievement: CCA partnered with the Downtown Center Business Improvement District to produce this conference and report. With 1.8 million square feet of retail space under construction, retail recruitment is critical. Capitalizing on the momentum of the opening of Whole Foods and pending opening of the Bloc, we produced DTLA: The Future of Urban Retail – a report on Downtown retail which we released at a full-day conference that

[illegible] The Bloc. Among other benefits, this tunnel will improve pedestrian safety by helping relieve congestion at a busy Downtown intersection. For more information, please contact CCA's Director of Government Relations, John Howland.

CCA IN THE NEWS

"With the Downtown retail and residential markets driving Downtown L.A.'s record growth, our commercial office market continues to gain momentum and increasingly is attracting tenants from other markets," Carol Schatz, Downtown Center Business Improvement District. December 7, 2015. *Downtown News*. "Downtown Office Vacancy Rate Falls."

CCA MEMBERS IN THE NEWS

"We're fixing the infrastructure. We're upgrading our signage. We want to add some energy to the Maguire Gardens amenity. We're considering new ideas for the 72nd floor when the current office tenant rolls over. This is just the start," John Gamboa, OUE Limited. December 7, 2015. *Downtown News*. "U.S. Bank Tower's Big Comeback."

"I'm very optimistic that we'll all do well," Russ Cooper, Shorenstein Properties, LLC. December 8, 2015. *The Wall Street Journal*. "Office Market Gets Overhaul in Downtown L.A."

"Once complete, Metropolis will invigorate the immediate area and create a whole new dynamic to downtown," Gang Hu, Greenland USA. December 9, 2015. *Xinhua*. "China's Greenland "tops off" first residential tower in downtown Los Angeles."

CONNECT WITH CCA

drew over 400 retail and real estate professionals from across the country. The event and report have thus far garnered coverage in Globe Street, Chain Store Age, and Bisnow and generated dozens of follow-up inquiries from retailers and the retail brokerage community.

For the complete CCA Advocacy & Action 2015 Year-End Review, please click here.

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